



CLAIMS AMENDMENT

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GROUP 3600



CLAIMS

1. (currently amended) A method of marketing to a user of an electronic device connected via a wireless connection to a computer wide area network, comprising the following steps:

- a. selecting an electronic device connected to said computer wide area network;
- b. selecting a server connected to said computer wide area network;
- c. determining the ~~network identity and~~ physical location of said electronic device when connected to said computer wide area network;
- d. determining ~~said the~~ network identity information and ~~said the~~ network connection ~~activities~~ activity information of said electronic device when connected to said computer wide area network;
- e. creating a user file containing said network identity information of said electronic device, physical location information of said electronic device, and said network connection ~~activities~~ activity information of said electronic device when connected to said computer wide area network;
- f. selecting advertising material to be sent to said electronic device using said network identity information, said physical location information and said network activity information in said user file; and
- g. transmitting said advertising material to said electronic device over said computer wide area network using said network identity information in said user file.

2. (cancelled)

3. (currently amended) A method of marketing, as recited in Claim 1, wherein the step (b)-(c)

1 of determining the physical location of said electronic device is accomplished using a global
2 positioning satellite system which provides global coordinate information of said electronic
3 device when connected to said wide area network.

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5 4. (currently amended) A method of marketing, as recited in Claim 1, wherein said step (c) is
6 ~~carried out of~~ determining the physical location of said electronic device is accomplished by a
7 wireless modem connected to said electronic device and ~~used to communicate with said a~~
8 wireless telephone network, ~~said wireless telephone network~~ capable of determining the
9 physical location of ~~said a~~ wireless modem when connected to ~~said wireless telephone~~
10 ~~network thereto, and moving throughout the region serviced by said wireless telephone~~
11 ~~network.~~

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13 ~~5. (cancelled)~~

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15 ~~6. (cancelled)~~

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17 7. (currently amended) A method of marketing, as recited in Claim 1, wherein step (d) (c) of
18 determining the network connection ~~activities~~ activity information of said electronic device is
19 carried out by determining the existence of "cookies" on said electronic device.

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21 ~~8. (cancelled)~~

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23 ~~9. (cancelled)~~

1 10. (cancelled)

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3 11. (cancelled)

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5 12. (cancelled)

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7 13. (cancelled)

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9 14. (currently amended) A method of marketing, as recited in Claim 1, wherein said step (c)
10 is carried out by a cellular telephone system capable of determining the physical location of a
11 cellular telephone when used to connect to said wide area network.

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13 15. (cancelled)

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15 16. (currently amended) A method of marketing, as recited in Claim 1, wherein said step
16 ~~(a)-(d) of identifying-determining said network identity of~~ said electronic device is
17 accomplished by determining the numerical network address assigned to said electronic
18 device.
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20 17. (previously amended) A method of marketing, as recited in Claim 1, wherein said step
21 ~~(ed)~~ of determining the network identity information and said network connection ~~activities~~
22 activity information ~~offrom~~ said electronic device is accomplished using client software
23 loaded into said electronic device to transmit said information to said server.

1 18. (cancelled)

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3 19. A method of marketing, as recited in Claim 1, wherein ~~in~~ step (d) e said server

4 ~~collects~~ user file includes personal data of ~~said a~~ user of said electronic device and adds it to

5 ~~said user file.~~

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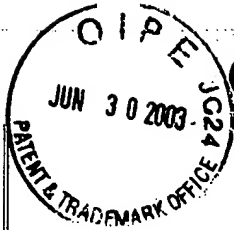
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As Filed on September 25, 2002



CLAIMS

I claim:

1. A method of marketing to a user of an electronic device connected via a wireless connection to a computer wide area network, comprising the following steps:

- a. selecting an electronic device connected to said computer wide area network;
- b. selecting a server connected to said computer wide area network;
- c. determining the network identity and physical location of said electronic device when connected to said computer wide area network;
- d. determining said network identity and said network connection activities of said electronic device when connected to said computer wide area network;
- e. creating a user file containing said network identity of said electronic device, physical location information of said electronic device, and said network connection activities of said electronic device when connected to said computer wide area network;
- f. selecting advertising material to be sent to said electronic device; and
- g. transmitting said advertising material to said electronic device over said computer wide area network using said user file.

3. A method of marketing, as recited in Claim 1, wherein the step (b) of determining the physical location of said electronic device is accomplished using a global positioning satellite system which provides global coordinate information of said electronic device when connected to said wide area network.

4. A method of marketing, as recited in Claim 1, wherein said step (c) is carried out by

1 a wireless modem connected to said electronic device and used to communicate with said
2 wireless telephone network, said wireless telephone network capable of determining the
3 physical location of said wireless modem when connected to said wireless telephone network
4 and moving throughout the region serviced by said wireless telephone network.

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6 7. A method of marketing, as reciting in Claim 1, wherein the step (c) of determining
7 the network connection activities of said electronic device is carried out by determining the
8 existence of "cookies" on said electronic device.

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10 13. A method of advertising as recited in Claim 1 wherein step (c) is carried out using
11 information transmitted by said electronic device when connected to said computer wide area
12 network.

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14 14. A method of marketing, as recited in Claim 1, wherein said step (c) is carried out by
15 a cellular telephone system capable of determining the physical location of a cellular
16 telephone used to connect to said wide area network.

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18 16. A method of marketing, as recited in Claim 15, wherein said step (a) of identifying
19 said electronic device is accomplished by determining the numerical network address
20 assigned to said electronic device.

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22 17. A method of marketing, as recited in Claim 1, wherein said step (c) of determining
23 the network identity and said network connection activities from said electronic device is

1 accomplished using client software loaded into said electronic device to transmit said
2 information to said server.

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4 19. A method of marketing, as recited in Claim 1, wherein in step (d) said server collects
5 personal data of said user of said electronic device and adds it to said user file.

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